

EXHIBIT C

Group Identifier APL-EG_11603962

P/C

FamilyStatus

AllCustodians Pulchny, Liz
 Gromek, Monika
 Kim, Timothy
 Roman, Alex
 Oliver, Carson
 Schiller, Phil
 Fischer, Matt
 Washburn, Tanya
 Goldberg, Marni
 Barton, Nate
 De Wilde, Geoff
 Thieme, Meredith
 Cote, Bri
 Phillips, Joe
 Elman, Josh
 Magnani, Joseph
 Thai, Ann
 Vij, Kunnal

Email From

Email To

Email CC

Email BCC

DateSent

TimeSent

DateLastModified 5/17/2024

TimeLastModified 01:42:12

DateCreated

Email Subject

Title

Filename 2023.06.28 Wisconsin CLEAN - Team Commission - Privileged & Confidential.key

Application

Confidentiality_Rcvd HighlyConfidential

Production Vol. APL-EG_111





Epic Injunction Implementation

June 2023

Privileged and Confidential - Prepared at the Request of Outside Counsel

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[Jen]

| Commission parameters | |
|-------------------------------------|--|
| Style | Developer-styled link or button |
| Placement | Once per page |
| Language | Template only; Specific pricing allowed |
| IAP Use & Discouragement | IAP required; May not discourage or mimic IAP |

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[Jen]

- When we last met, the direction was that we should charge a commission on transactions resulting from a link.
- As a reminder, here are the parameters of the proposed commission model.
- For style, developers are allowed to control the style of the link or button
- The placement is limited to once per page and can be side-by-side, but must be in close proximity to and no greater prominence of IAP.
- The language will be dictated by a choice of templates, more details on the following slide
- Overall, IAP is still required and the rules prevent discouragement of its use

Link out language
Only these templates can be used; price/percentage and URL are variables

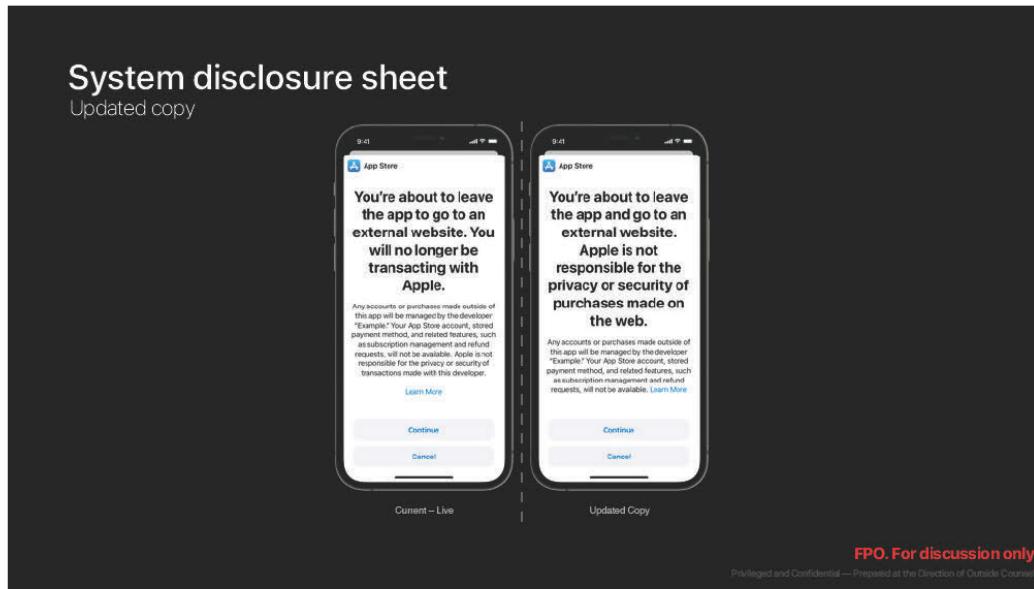
| | |
|--------------------------|---|
| ✓ Special Offer Template | For special offers go to www.hulu.com/welcome |
| ✓ Lowest Price Template | Lowest price offered on www.hulu.com/welcome |
| ✓ % Off Template | To get 50% off, go to www.hulu.com/welcome |
| ✓ Specific Price | Buy for \$4.99 at www.hulu.com/welcome |

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[Jen]

- In both options, developers would be able to choose from a short list of templates for their link out language, allowing them to input the URL as well as the specific price or relative price comparison.

Attorney-Client Privilege

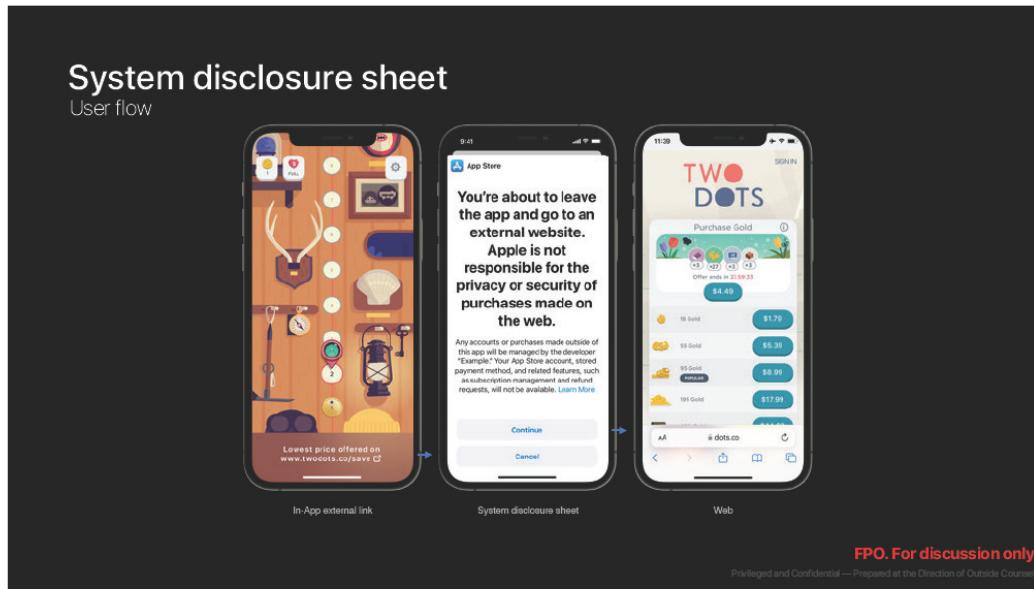


FPO. For discussion only

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[Ann]

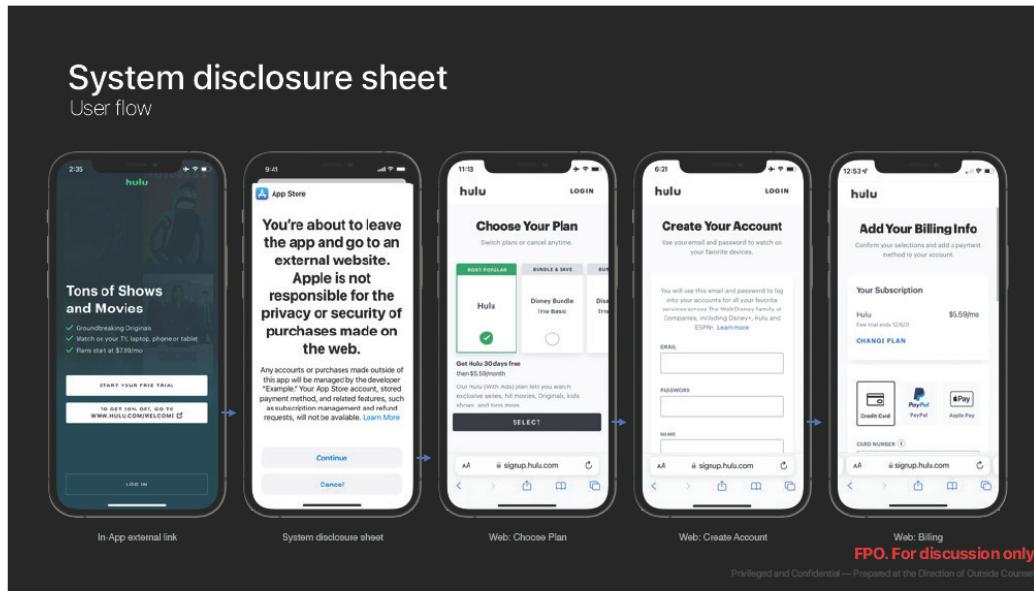
Tim, based on your feedback, here is the System disclosure sheet with the updated copy on the right.



[Ann]

Here's an example of the UI flow once a customer clicks on a link out button with the updated language.

It takes a customer to a system disclosure sheet letting them know they are leaving the app and going to the web.



[Ann]

And here's how it could look for account-based products and services.

Legal terms

Attorney-Client Privilege

Apple Confidential-Internal Use Only

[LING OR JEN]

| Fee collections and developer escalations | |
|---|---|
| Timeline (Days from end of month) | Escalation Path |
| 15 days | Developer must report out all applicable transactions to Apple in specified format / APIs |
| 45 days | Payment due If no payment is made: Revoke link-out entitlement Block app updates Offset against developer IAP proceeds Interest starts accruing on remaining balance |
| 90 days | App removal from App Store Blocking distribution on Apple platforms |
| 120 days | Termination from Developer Program Legal action for any balance remaining after offset |

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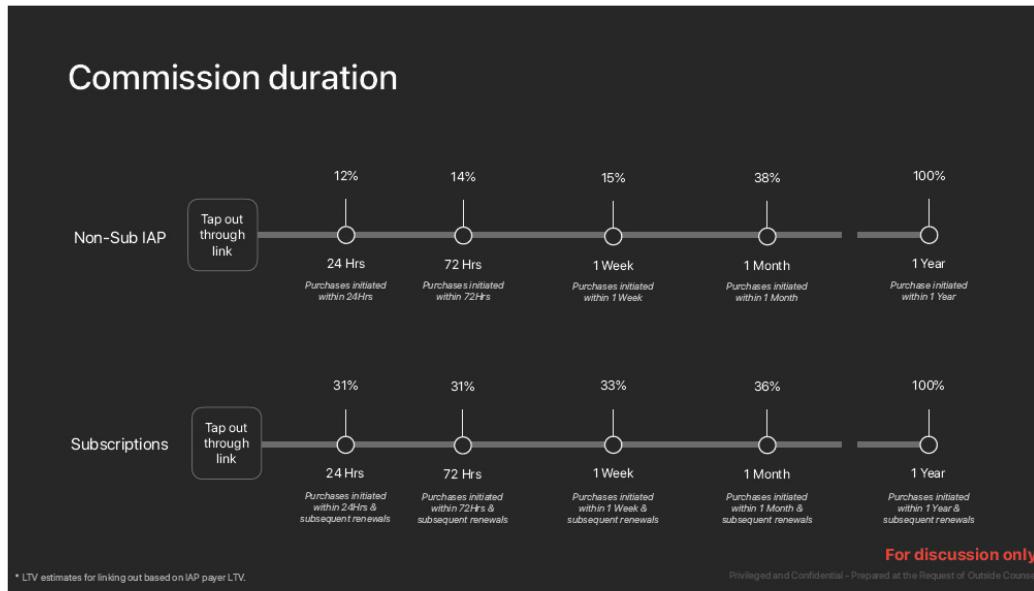
[Timo]

| Approach to determining reasonableness of reports | |
|---|---|
| Timeline (Days from end of month) | Activity |
| 0 - 15 days | Developer must report out all applicable transactions to Apple in specified format / APIs |
| 15 - 35 days | Analytics performed to assess reasonableness of report, including: Completion rate Average prices Total volume Benchmarking against similar apps / developers |
| 35-90 days | Outreach to developers to resolve any identified anomalies |
| 90-180 days | If friendly conversations do not result in acceptable explanations, consider invoking audit rights |

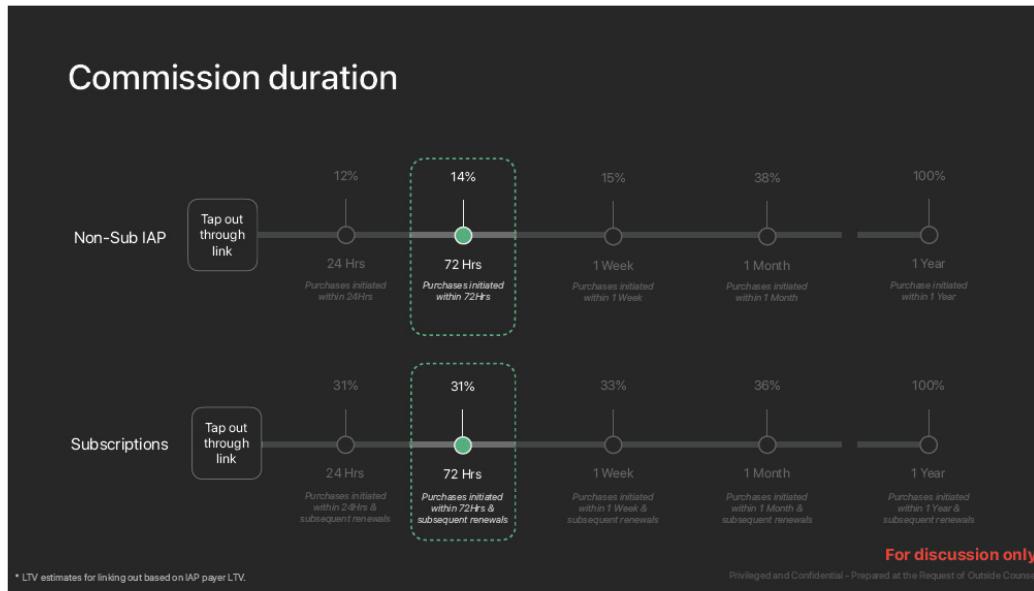
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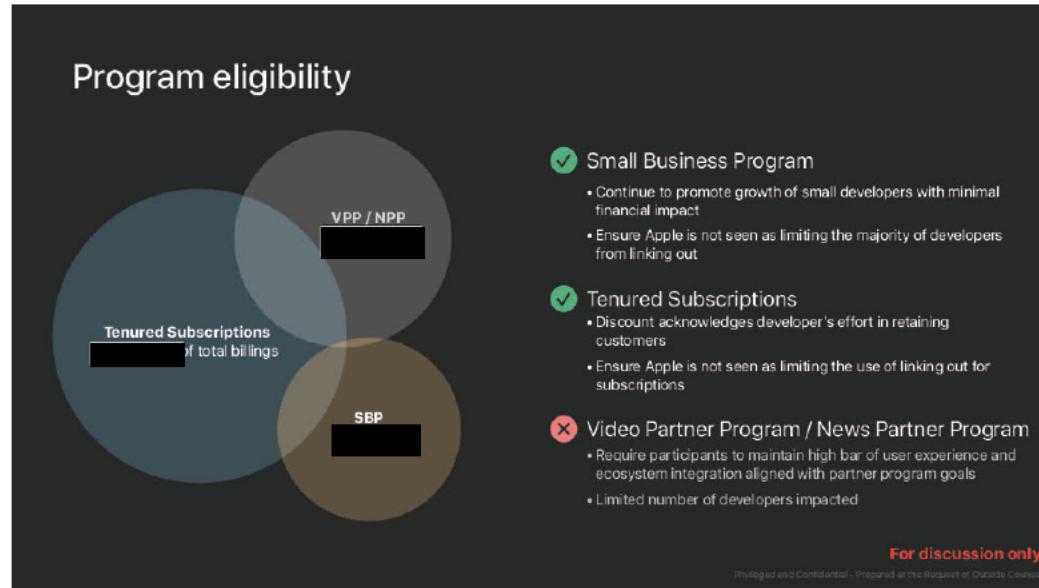
[Timo]



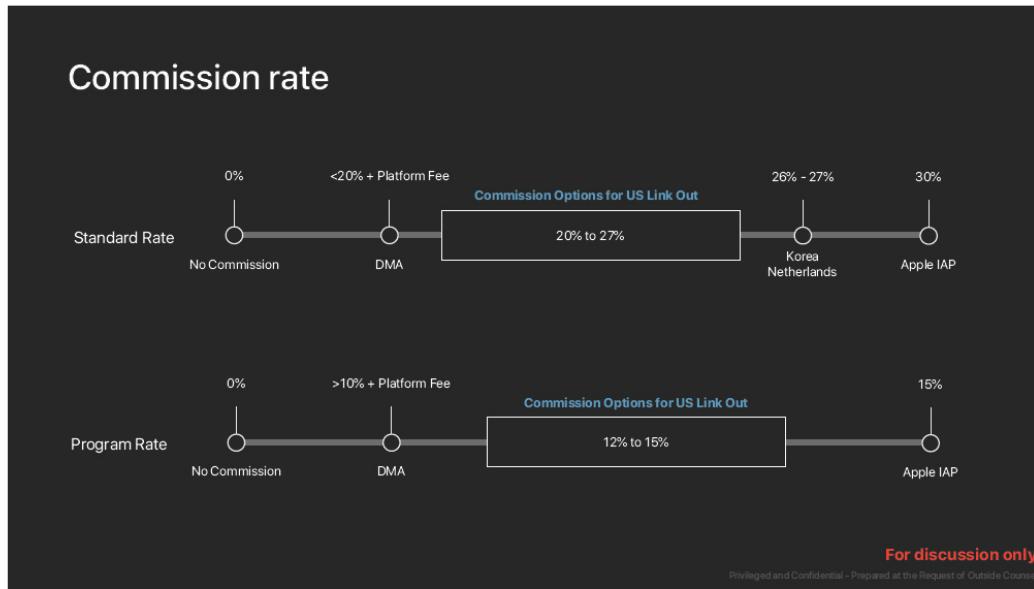
[Kunnal]



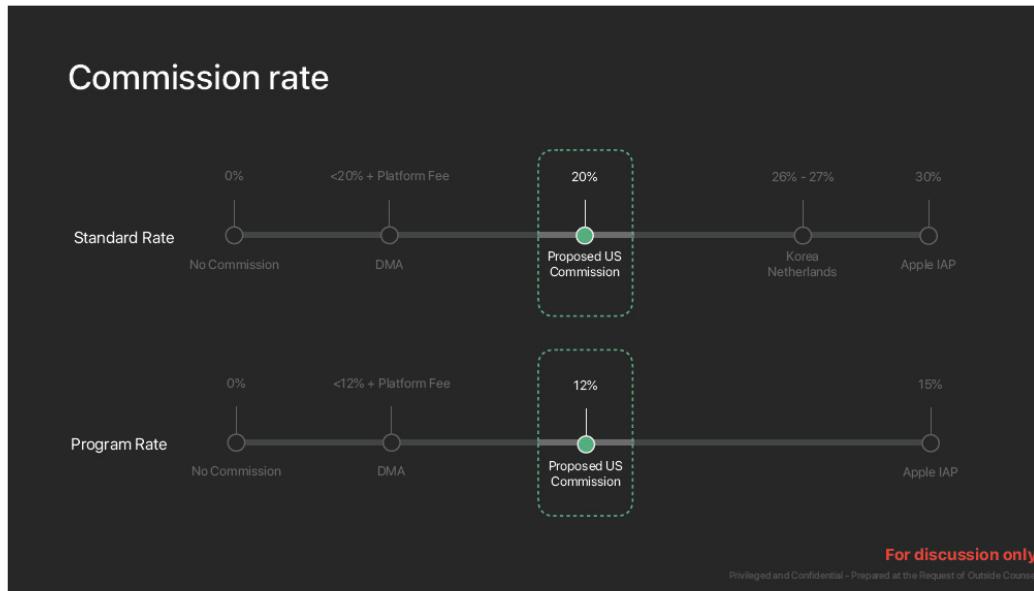
[Kunnal]



[Kunnal]



[Kunnal]



[Kunnal]

Epic injunction proposal

20% standard commission

12% program commission

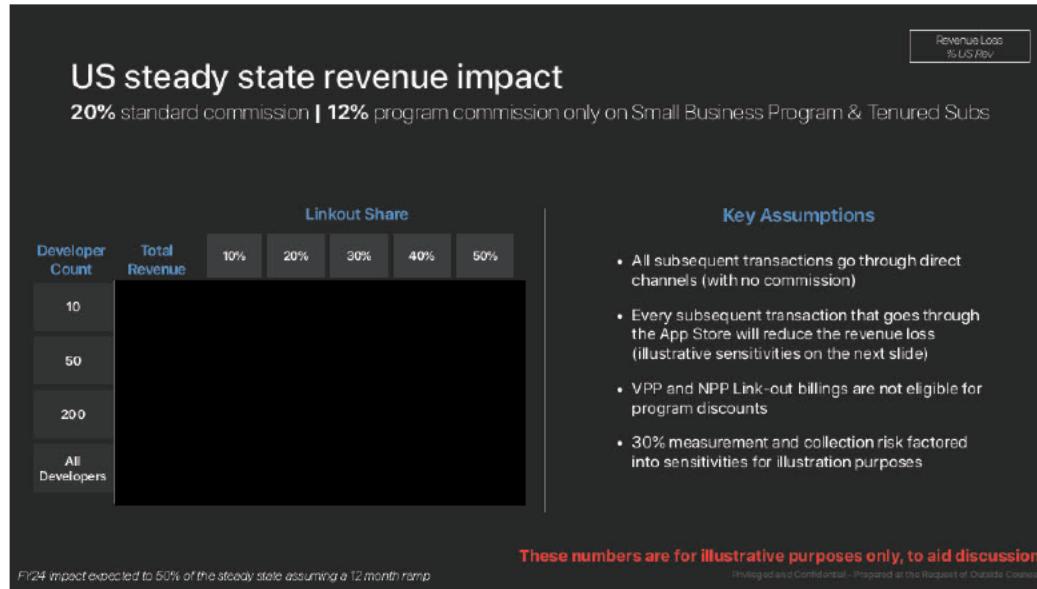
Program commission only on **Small Business Program & Tenured Subs**

Purchases initiated within **72 Hrs** Post Link Out (+ subscription renewals)

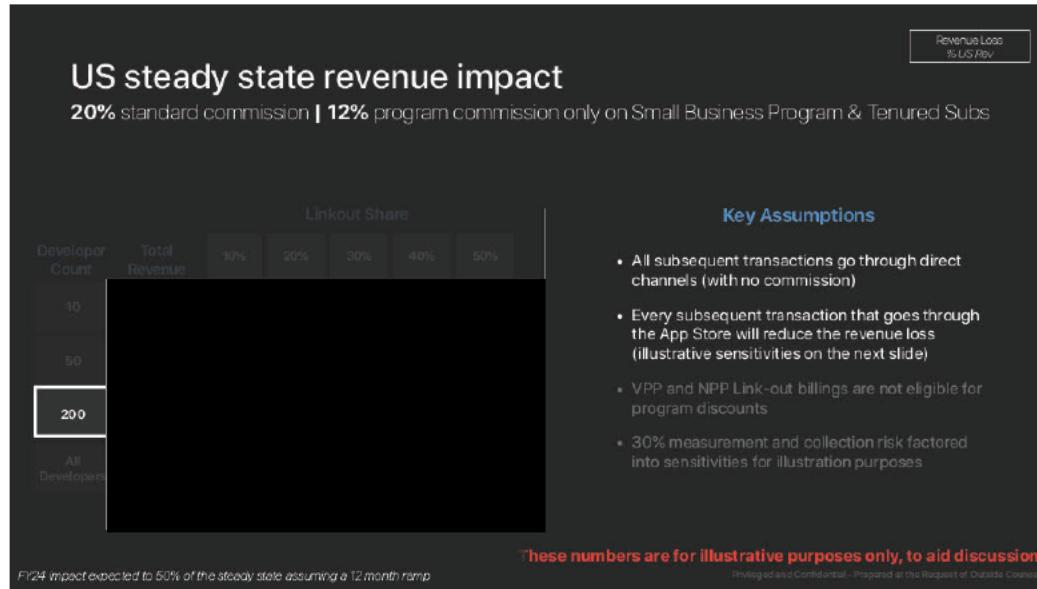
These numbers are for illustrative purposes only, to aid discussion

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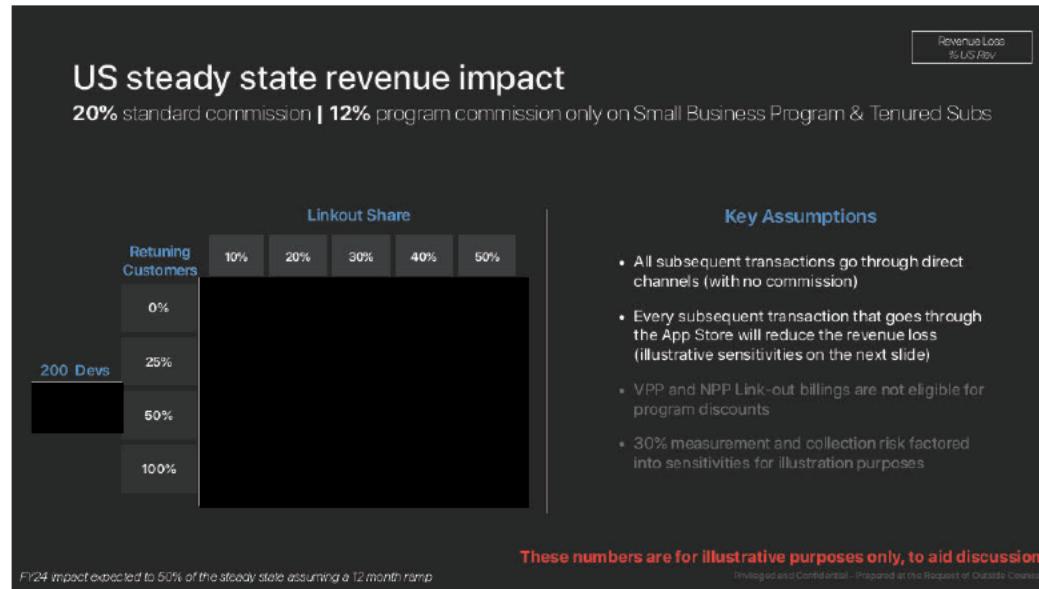
[Kunnal]



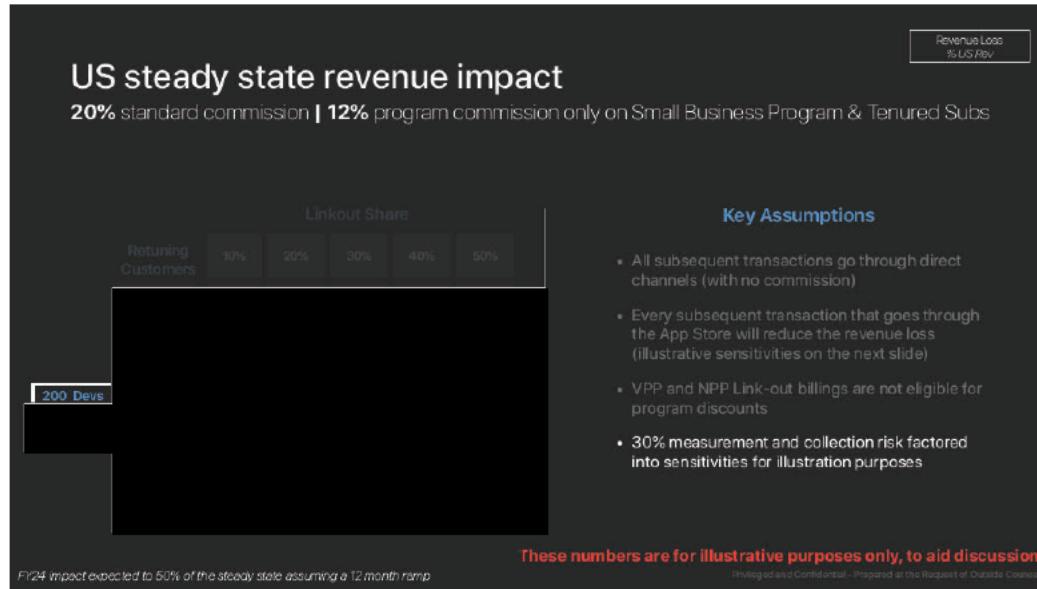
[Kunnal]



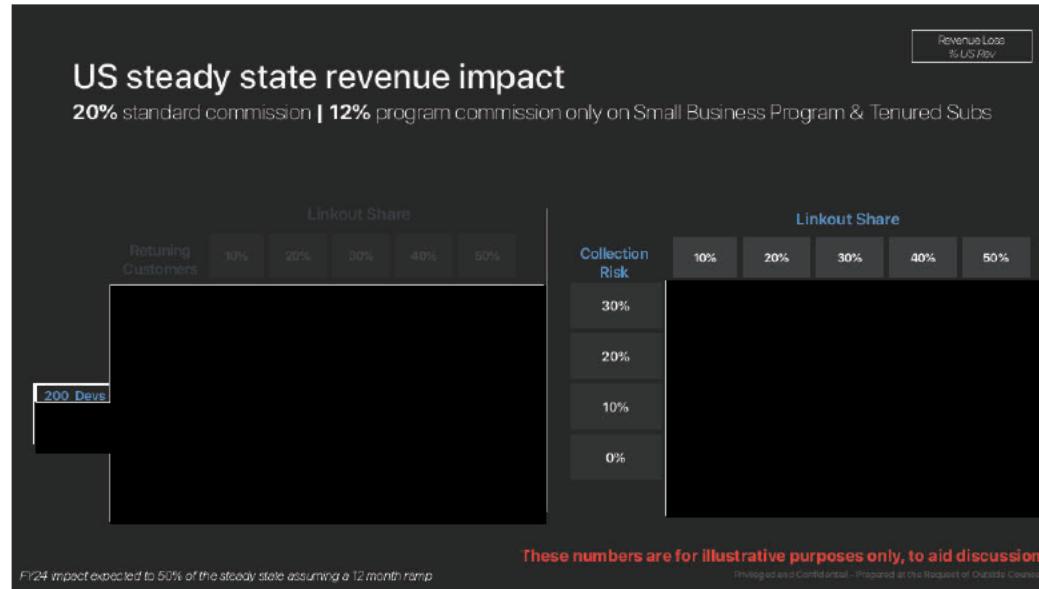
[Kunnal]



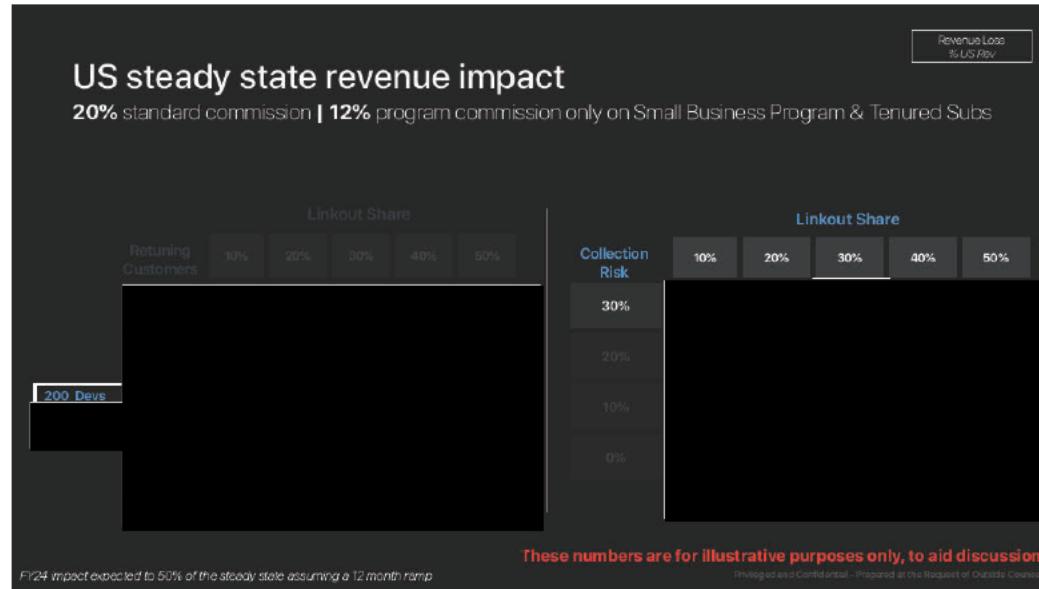
[Kunnal]



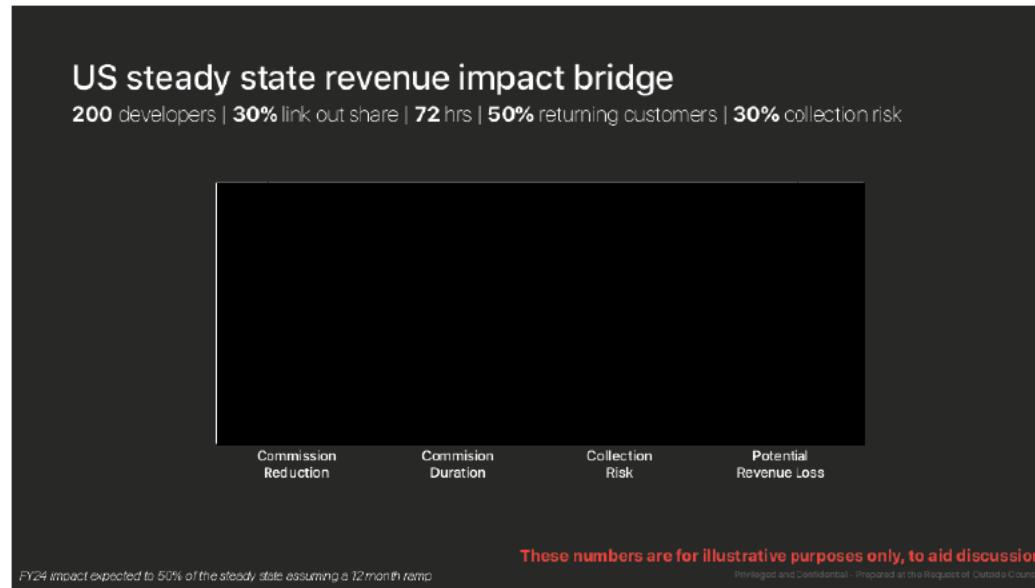
[Kunnal]



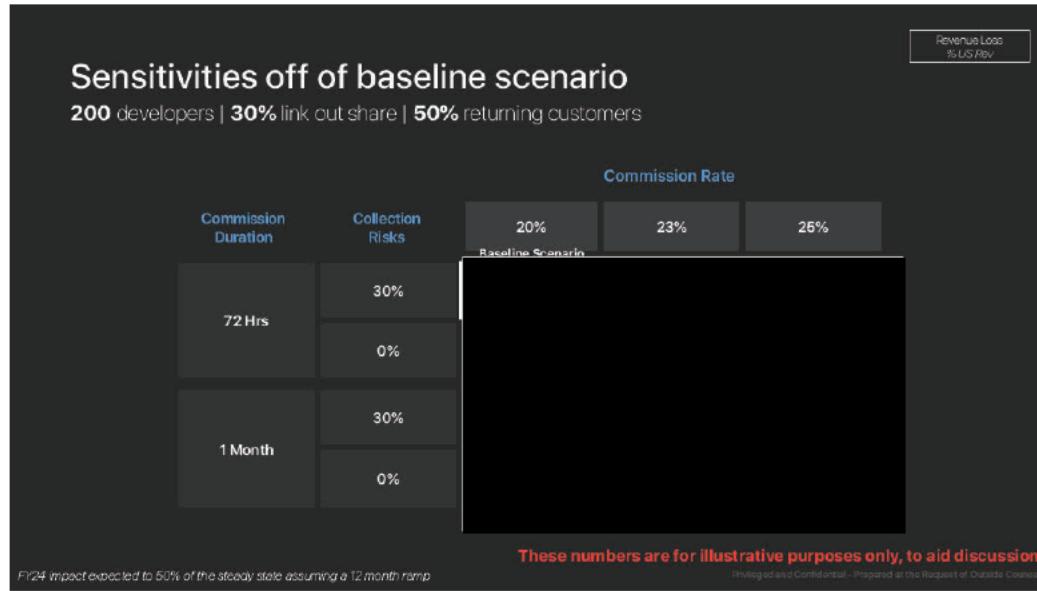
[Kunnal]



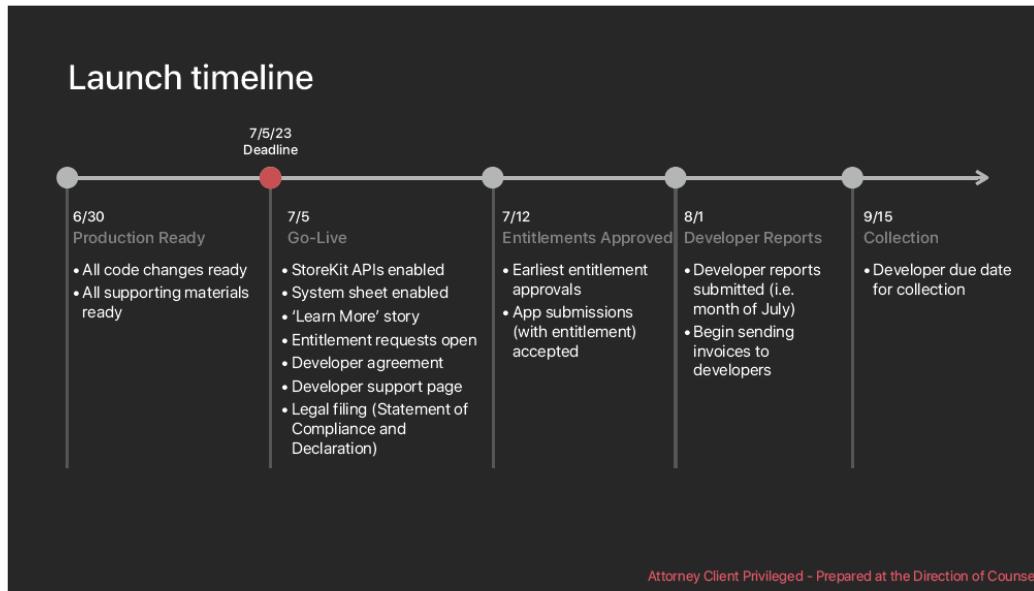
[Kunnal]



[Kunnal]



[Kunnal]



[TANYA]

This Friday 6/30 - all code changes and supporting materials will be ready

Go live on July 5 (9-10am):

- Engineering will enable StoreKit APIs and the system disclosure sheet
- Open up entitlement agreement, new Guidelines, developer support pages
- Legal is going to file the 'Statement of Compliance and Declaration'

7/12: About a week later is when the earliest entitlements will be approved, and we'll begin to accept app submissions with entitlements

- entitlements will be manually reviewed

8/1-8/15: We'll see Developer reports submitted, and we'll begin to send invoices to developers during this timeframe

[15 days to report after July]

9/15: is the due date for developers to pay us via electronic funds transfer

- Due date aligned with when we'll pay them for commission for Month of July
- Electronics funds transfer

